ORDER

Orders Order / Rev: 711316 06303519 Alt Order #: **AFSCME** Product Desc: **KARE** Estimate: **AFSCME** Flight Dates: 09/25/12 - 10/01/12 Primary AE: Jim Quinn Sales Office: Original Date / Rev: 09/04/12 / 09/04/12 T-PHI Order Type: Political Sales Region: NAT Name: **Campaign Group** Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 1600 Locust Street EOM/EOC Agency Commission: Philadelphia, PA 19102 15% Advertiser **American Federal State County Munic** Name: A35+ Demographic: New Business Thru: **Product Codes:** IS-Issue/Non Ballot Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	70	\$72,350.00	\$61,497.50
10/01/12	10/01/12	15	\$14,050.00	\$11,942.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	70	\$72,350.00	\$61,497.50	0.00
October 2012	15	\$14,050.00	\$11,942.50	0.00
Totals	85	\$86,400,00	\$73,440,00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KARE	25%	\$86,400.00
Market	100%	\$345,600.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	12%	\$41,472.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	23%	\$79,488.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	40%	\$138,240.00
WFTC	0%	\$0.00

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Order / Rev: 711316 Advertiser: American Federal State County Municipa

Alt Order #: 06303519 Product Desc: AFSCME KARE

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 KARE	09/25/1	2 10/01/12	M-F 6-7a	СМ	6-7a	МГЖГБ	:30	5	\$850.00 P-2	0.00 NM	5	\$4,250.00
Sta	rt Date	End Date	KARE 11 Sunrise Weekdays	Spots/Week	Rate	Rating						
Week: 09/2	25/12	10/01/12	МГWГF	5	\$850.00	0.00						
E 2 KARE	09/25/1	2 10/01/12	Today Show Today Show	СМ	7-9a	MTWTF	:30	5	\$800.00 P-2	0.00 NM	5	\$4,000.00
Star Week: 09/2	rt Date 25/12	End Date 10/01/12	Weekdays MTWTF	Spots/Week 5	Rate \$800.00	Rating 0.00						
E 3 KARE	09/29/1	2 09/29/12	Sat 8-10a KARE 11 Saturda	CM	8-10a	S-	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
Sta Week: 09/3	rt Date	End Date 09/30/12	Weekdays	Spots/Week	Rate \$750.00	Rating 0.00						
E 4 KARE			M-F 9-10a	СМ	9-10a	МГЖТБ	:30	3	\$350.00 P-2	0.00 NM	3	\$1,050.00
	rt Date	End Date	M-F 9-10a <u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/2 E 5 KARE		10/01/12	MTWTF Days of Our Lives	CM	\$350.00 12-1p	0.00 MTWTF	:30	5	\$300.00 P-2	0.00 NM	5	\$1,500.00
			Days of Our Lives	_	12-1ρ	IVII VVI I	.30	3	φ300.00 F-2	0.00 INIVI	,	\$1,500.00
Sta Week: 09/2	rt Date 25/12	End Date 10/01/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$300.00	Rating 0.00						
E 6 KARE			M-F 3-4p	СМ	3-4p	МГЖГБ	:30	5	\$450.00 P-2	0.00 NM	5	\$2,250.00
Sta	rt Date	End Date	M-F 3-4p Weekdays	Spots/Week	Rate	Rating						
Week: 09/2		10/01/12	MTWTF	5	\$450.00	0.00						
E 7 KARE	09/25/1	2 10/01/12	M-F 430-5p Jeopardy	СМ	430-5P	MTWTF	:30	5	\$900.00 P-2	0.00 NM	5	\$4,500.00
<u>Sta</u> Week: 09/2	rt Date 25/12	End Date 10/01/12	Weekdays MTWTF	Spots/Week 5	Rate \$900.00	Rating 0.00						
E 8 KARE	09/25/1	2 10/01/12	M-F 4-430p KARE 11 4 News	СМ	4-430P	МГЖТБ	:30	5	\$400.00 P-2	0.00 NM	5	\$2,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2 E 9 KARE		10/01/12 2 10/01/12	MTWTF M-F 5-530p	CM	\$400.00 5-530p	0.00 МГWГF	:30	5	\$2,000.00 P-2	0.00 NM	5	\$10,000.00
01-		Food Date	KARE 11 5 News		Data	Detien						
Sta Week: 09/2	rt Date 25/12	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 5	Rate \$2,000.00	Rating 0.00						
E10 KARE	09/25/1	2 10/01/12	M-F 6-630p KARE 11 6 News	СМ	6-630p	МГЖГБ	:30	5	\$2,000.00 P-2	0.00 NM	5	\$10,000.00
Sta Week: 09/3	rt Date	End Date 10/01/12	Weekdays MTWTF	Spots/Week	Rate \$2,000.00	Rating 0.00						
E11 KARE			Sun 5-530p KARE 11 5 News	CM		News (S	:30	1	\$1,100.00 P-2	0.00 NM	1	\$1,100.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2 E12 KARE		09/30/12	M-F 630-7p	CM	\$1,100.00 630pm-7pm	0.00 МГWTF	:30	5	\$1,800.00 P-2	0.00 NM	5	\$9,000.00
		2 10/01/12	Entertainment To		осории грии	1411 1411	.00	Ū	ψ1,000.001 Z	0.00 14111		φο,σσσ.σσ
Sta Week: 09/2	rt Date 25/12	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 5	Rate \$1,800.00	Rating 0.00						
E13 KARE			Sat 630-7p MN Bound	СМ	630pm-7pm		:30	1	\$850.00 P-2	0.00 NM	1	\$850.00
	rt Date	End Date	Weekdays S-	Spots/Week	Rate	Rating						
Week: 09/2 E14 KARE		09/30/12 2 10/01/12	M-F 10-1035p	CM	\$850.00 KARE News	0.00 s 10p MTWTF	:30	5	\$2,750.00 P-2	0.00 NM	5	\$13,750.00
	rt Date	End Date	KARE News 10p Weekdays	Spots/Week	Rate	Rating						
Week: 09/2 E15 KARE		10/01/12	MTWTF KARE News 10p :		\$2,750.00 10pm-1030p	0.00 omS-	:30	1	\$2,750.00 P-2	0.00 NM	1	\$2,750.00
LID NAKE	03/23/1	∠ ∪3/23/12	KARE News 10p	Sa	10piii-1030		.ა∪	ı	ψ ∠, <i>t</i> 30.00 P-2	U.UU INIVI	'	φ∠,7 30.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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Order / Rev: 711316 Advertiser: American Federal State County Municipa

 Alt Order #:
 06303519
 Product Desc:
 AFSCME
 KARE

Ln Ch Star	End	Inventory Code	Break	Start/End T	ime Day	ys	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E15 KARE 09/29	/12 09/29/12	KARE News 10p Sa KARE News 10p Sa	СМ	10pm-1030p	m	- S-	:30	1 \$2,750.00 P-2	0.00 NM	1	\$2,750.00
Start Date Week: 09/24/12	End Date 09/30/12	Weekdays Spo	ots/Week 1	Rate \$2,750.00	Rating 0.00						
E 16 KARE 09/30			CM	Post NFL La		S	:30	1 \$2,750.00 P-2	0.00 NM	1	\$2,750.00
		Post NFL Late News				_		, , , , , , , , , , , , , , , , , , , 			+= ,:
Start Date	End Date	Weekdays Spo	ots/Week	Rate	Rating						
Week: 09/24/12 E17 KARE 09/25	09/30/12		CM	\$2,750.00 1035pm-113	0.00	F	:30	5 \$800.00 P-2	0.00 NM	5	\$4,000.00
E 17 10 (1) C 05/25/	12 10/01/12	Tonight Show	OW	1000piii 110	opin miwi		.00	σ φοσο.σσ1 2	0.00 14101	Ĭ	Ψ-1,000.00
Start Date	End Date	Weekdays Spo MTWTF	ots/Week	Rate	Rating						
Week: 09/25/12 E18 KARE 09/25/	10/01/12		CM 5	\$800.00 1135pm-123	0.00	`F	:30	5 \$350.00 P-2	0.00 NM	5	\$1,750.00
L 10 TVAIL 03/23/	12 10/01/12	Late Night NBC	Olvi	1100piii-120	OXIII IIII WI		.00	σ ψ550.001°2	0.00 14101		ψ1,700.00
Start Date	End Date		ots/Week	Rate	Rating						
Week: 09/25/12 E19 KARE 09/25/	10/01/12	MTWTF	CM 5	\$350.00	0.00 xm MTWT	ידי	:30	5 \$200.00 P-2	0.00 NM	5	\$4,000,00
E 19 KARE 09/25/	12 10/01/12	Last Call Last Call w/ Carson D	-	1235xm-105	XIII MII WI	. Г	.30	5 \$200.00 P-2	U.UU INIVI	5	\$1,000.00
Start Date	End Date	Weekdays Spo	ots/Week	Rate	Rating						
Week: 09/25/12	10/01/12	MTWTF	5	\$200.00	0.00			5 0400000000	0.00.104	_	# 500.00
E 20 KARE 09/25	/12 10/01/12	KARE News (repeat) KARE News (repeat)	CM	KARE News	(repe;MI WI	F	:30	5 \$100.00 P-2	0.00 NM	5	\$500.00
Start Date	End Date	` ' '	ots/Week	Rate	Rating						
Week: 09/25/12	10/01/12	MTWTF	5	\$100.00	0.00						
E 21 KARE 09/29		Saturday Night Live Saturday Night Live	СМ	Saturday Nig	ght Liv₁	- S-	:30	1 \$1,100.00 P-2	0.00 NM	1	\$1,100.00
Start Date Week: 09/24/12	End Date 09/30/12	Weekdays Spo	ots/Week 1	Rate \$1,100.00	Rating 0.00						
E 22 KARE 09/30		MN Bound MN Bound	СМ	MN Bound		S	:30	1 \$1,100.00 P-2	0.00 NM	1	\$1,100.00
Start Date	End Date		ots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	S	1	\$1,100.00	0.00						
E 23 KARE 09/26	/12 09/26/12	CHICAGO FIRE	СМ	Wed Prime (9:00 PM-10:	W- 00 PM)		:30	1 \$2,000.00 P-2	0.00 NM	1	\$2,000.00
Start Date Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> <u>Spo</u>	ots/Week 1	Rate \$2,000.00	Rating 0.00						
	/12 09/29/12	**	CM	Sat Prime		- S-	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
		Sat Prime		(6:58 PM-8:0	0 PM)						
Start Date Week: 09/24/12	End Date 09/30/12	Weekdays Spo	ots/Week	Rate	Rating 0.00						
E 25 KARE 09/29/			CM	\$600.00 Sat Prime		- S-	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
	00/_0/	Sat Prime		(8:00 PM-9:0		٥	.00	. 4000.001 =	0.00		Ψοσο.σο
Start Date Week: 09/24/12	End Date 09/30/12	Weekdays Spo	ots/Week	Rate	Rating 0.00						
E 26 KARE 09/29/			CM	\$600.00 Sat Prime		- S-	:30	1 \$1,000.00 P-2	0.00 NM	1	\$1,000.00
		Sat Prime		(9:00 PM-10:	00 PM)			, ,			* ,
Start Date	End Date	Weekdays Spo	ots/Week	Rate	Rating						
Week: 09/24/12 E 27 KARE 09/30/	09/30/12		icaCM	\$1,000.00 Various	0.00	S	:30	1 \$2,250.00 P-2	0.00 NM	1	\$2,250.00
		Football Night in Ame		vanous		- J	.50	ι ψε,εου.ου r-2	O.OO INIVI	'	Ψ2,200.00
Start Date	End Date	Weekdays Spo	ots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	ຸ ວ	1	\$2,250.00	0.00					05	₾ 0€ 400 00